

Library of Congress (Music Division)

Note à Monsieur Lars Schmidt, 24 August 1964

Translation of correspondence from the Lars Schmidt Collection

August 24, 1964

Note to Mister Lars Schmidt

THE THEATER OF PARIS.

One important thing to take care of this week!

The advertising

It seems to me that the idea of a large poster with the drawing of Sempé would be better, less costly than a campaign of large newspaper inserts.

Castans also suggests inviting the press again with the theme "It's even funnier the second time", but we would have to pay very close attention to how we write the letter of invitation.

My point of view is that it's not necessary to worry about receipts before September 15, and any financial effort up until then will be useless. On the other hand, I think that starting from the 15th, renting will work again very well and that large posters will be our best tool at this time. We'll have to see with Bricaire about the question of the television broadcast planned since the month of May.

Do we leave the ticket prices at 25 Frs or less expensive? (I'm not positive my idea was good).

J.H.